

Scenario Planning in Virginia

Jeff Wilson
Turning Point and
Strategic Planning Coordinator

What is Scenario Planning?

- ✦ Strategic Planning technique designed to deal with change and uncertainty
- ✦ Two powerful tools
 - ➡ Scenarios (Alternative long-range futures)
 - ➡ Engagement of multiple stakeholders in meaningful dialogue

Why Scenario Planning?

- ✦ Forward Thinking -
 - ➡ Impact Turning Point has had 10 years from now
- ✦ Crystalize Steering Committee's Vision
- ✦ Provide a context for Workgroups

Introduction to Futures Methods

Vision

Audacious Goals

Trends & Forecasts

Scenario-Based Planning

Vision Defined

- ✦ Powerful Statements of Meaning
- ✦ Projections of Values Into the Future
- ✦ Creates Identity and Commitment
- ✦ Visions Appeal to the Heart

Audacious Goals

- ✦ A Powerful Way to Stimulate Progress
- ✦ A Huge, Daunting Challenge

Source: Collins and Porras

Audacious Goals

- ➔ May Require 10 or More Years to Achieve
- ➔ Requires Extraordinary Efforts and Perhaps a Little Luck
- ➔ 50% to 70% Probability, but a Belief We Can Do It
- ➔ “Gulp Factor”

Scenario Techniques

- ✦ Develop Forecasts
- ✦ Key Forces & Factors
 - ➡ Quantitative Projections
 - ➡ Qualitative Changes
- ✦ Explore Patterns & Cross Impacts

Scenario 1 - Hard Times

- ✦ Major problems arise on the road to 2010
 - ➡ Epidemics
 - ➡ Economic failure
 - ➡ Breakdown of economic and health care systems
- ✦ Life expectancy falls
- ✦ Healthy years decreases
- ✦ Disparities increase

Scenario 2 - New Ways to Contribute

- ✦ Economic change leads to healthy solutions
 - ➡ Strengthened communities
 - ➡ Commitment to health for all
- ✦ Evolution to more caring society
 - ➡ Guaranteed incomes, lifelong learning and knowledge about health outcomes
- ✦ Disparities significantly reduced

Scenario 3 - Sustaining Society: Creating Learning, Justice and Health

- ✦ A series of “paradigm shifts”
 - ➡ In investment and consumption patterns
 - ➡ In income security
 - ➡ In guaranteed access to health gain generating health care
 - ➡ In effective learning
- ✦ Health disparities eliminated by 2010

Impact on Turning Point

- ✦ Agree on Common Elements for Public Health Strategic Planning Processes
- ✦ Determine “Robust” Strategies
- ✦ Direction for Workgroups
- ✦ Replicate in local partnerships

Scenario Planning: A Local Perspective

Lynn I. Gibbs, MPH

Public Health Prevention Service, CDC

Prince William Partnerships for Health



Usefulness

- ✦ Articulating a vision
- ✦ Validating trend perceptions
- ✦ Defining possibilities
- ✦ Describing relationships

Adaptations for Local Partnerships

- ✦ More diverse audience
- ✦ Broader mission
 - ➡ Less terminology
 - ➡ More visioning
 - ➡ More work group activities
 - ➡ Timing